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## Experts target 'health halo' booze ads

HEALTH experts have slammed the alcohol industry for marketing drinks under a "health halo" as they say it misleads consumers into thinking alcoholic drinks are healthy.

The alcohol industry is now offering products such as vegan-wines, low-carb beers and sugar-free pre-mixed spirits to ensure health conscious Aussies keep on sipping.

The move mirrors a new trend identified by market research company Nielsen that has identified that Aussies are switching to perceived healthier drink alternatives at a rapid rate, meaning soft drinks are out and alternatives like soda water and kombucha are in.

Kombucha's popularity has grown sevenfold in the past two years and is now being used as a pre-mixer for al-

coholic drinks. Nielsen 2019 statistics show 4.3 million Aussies believe there are positive benefits to drinking beer and 28 per cent view beer as a "natural product".

Julia Stafford, a researcher at the WA Public Health Advocacy Institute, has called for stricter regulations for alcohol advertising and wants the Government to put a stop to "health halo" advertising.